

SHOW UP! –
BEST PRACTICES
ON
INCREASING
VISIBILITY
OF YOUTH
WORK



BOOKLET

BACKGROUND

Youth organisations and other NGOs are realising amazing projects which are a great opportunity for the participants to learn. They gather new knowledge, acquire valuable skills, raise their awareness for important topics and make new friends. As important as the implementation is also the dissemination process afterwards. What a pity if all the great results of a project stay only inside the participating organisations! This applies not only for projects but also for the general work of youth organisations. Each organisation has some special skills and some specific working methods. For this very reason we were planning this Training Course to exchange best practices on how to make our work more visible.

THE PROJECT

The Training Course "Show Up! Best Practices On Increasing Visibility Of Youth Work" was implemented 02.-08. September 2018 in Kobuleti/Georgia and supported by the Erasmus+ Programme of the European Commission under Key Action 1.

The participants came from Armenia, Estonia, Germany, Georgia, Italy and Ukraine. The applicant was the informal group "GrenzenLos!" from Germany. The latter changed their name during the TC to SEED - Sustainable Eastern European Dialogue and developed. Hosting organisation was "Youth Association DRONI" from Georgia. The other participating organisations were "Youth Initiative Centre"(Armenia), "Shokkin Group" (Estonia), "EUROSUD" (Italy) and "LOGOS" (Ukraine).

We spent interesting and fruitful days at the Black Sea coast of Georgia and we want to share our activities, working methods and results to inform and inspire other organisations and actors who are working with young people and are using non-formal working methods.

GETTING TO KNOW | TEAMBUILDING

The first days of an activity can shape the atmosphere of the whole project. That's why a proper teambuilding is important to create a good group climate. It's always recommended to use also your environment where your activity takes place to make the participants acquainted with each other and with the place they are working at.

As we had our Training Course in proximity to the beach of the Black Sea we decided to provide the group with swimming rings and to give them small tasks they had to accomplish as a team in the water while sitting on their rings. We formed 2 teams and asked to:



- 1) Inflate your swimming rings asap. Help your group members. The team who is first wins the first round
 - 2) Form a perfect circle in the water with your team;
 - 3) Create a small performance in the water with your rings and all group members.
- This activity was not only refreshing but also fun for the whole group.

You can be creative and come up with ideas for your projects which are implemented in a forest (creating something with natural materials), in a city (photo rally) or the countryside (paper chase). There are unlimited options and the group won't forget this special experience.

TEAMBUILDING | EXPECTATIONS

A great way to continue the teambuilding and to let the group reflect on their expectations is a method we found in the SALTO YOUTH Toolbox called “Backpack of Expectations”.



It's about puzzling, offering assistance to each other and thinking about the own contributions, expectations and challenges. Based on that you can also easily create a Learning Agreement for the activity.

WORKSHOPS

The following days we loaded with workshops which were conducted by the participants. The participants were asked to indicate their skills, knowledge and interest before the Training and according to that we formed working groups. Workshops to the following topics were offered:

1. PR and External Communication;
2. Social Media;
3. Visuals
4. Photos
5. Writing for Reports and Blogs

We pulled together the most important content of the workshops and added some other features that might be useful for you.

1. PR/EXTERNAL COMMUNICATION

There are different ways how you can communicate the activities of your organisation to the public and address stakeholders which might be interested in a cooperation.

Here are some examples:

N e w s l e t t e r

A monthly newsletter is a nice way to inform your target group about your latest activities and upcoming plans. You can give an insight into a regular workday of your organisation, spread calls for participants for your projects, include photos of events and share project results. Find a nice and appropriate way to address your readers; it can be entertaining but remember to be concise; add some photos to illustrate the activities you are writing about and add links if necessary.

One useful tool to create appealing Newsletters is Smore.

P r e s s R e l e a s e

If you want to inform a wider public about a specific project, activity or presentation you can also reach out to local/regional or national press. The best option is to send a press release which will contain the basic information. Write it in a way that it might get even published like that because journalists are sometimes lazy and never have time. Keep in mind to:

- >> Answer the “Five Ws”: Who? What? Where? When? Why? And add maybe a How? If you want
- >> Add a headline and a small teaser before the main text
- >> Be concise and clear – you have to attract the journalist’s attention immediately
- >> Provide also 2-3 photos (make sure you have the rights!)

P r e s s C o n f e r e n c e

If you have a really important message to share or want to present some (tangible) project outcomes you can also invite media representatives to your organisation. It's always good to have a personal contact, for ex. at your local newspaper or TV station. If you don't have the room to host a press conference you can ask partner organisations, the municipality or associations in your city if they can provide you with a room. If you organise such kind of event think about:

- >> Which media might be interested?
- >> Inform the media 1 week in advance and remind 1-2 days before
- >> Make sure you have enough space, chairs, etc.
- >> Only tell what you also want to be published
- >> Provide a press release which summarises the content that you are presenting

>> Hand out brochures and business cards if you have

You can invite not only for a press conference but contact journalists also before or during a project. If you have an international group for an activity journalists can collect quotes which would make their publication much more interesting for the audience.

S t a k e h o l d e r

The cooperation with relevant stakeholders can be very useful for the work of your organisation. The media we mentioned already above. Also political actors can be interesting for you: Maybe the municipality or a ministry has a special call for youth projects? Your mayor or politician can be the patron of your next event? The city hall might host an exhibition with photos from your last activity?

Also the economical sector can offer interesting opportunities. Many companies have a social corporate responsibility and like to support social projects without asking anything in return. You can ask a local company for some funding or the provision with materials that you need and that they are producing.

2. SOCIAL MEDIA

You might know social media applications from private use, but do you know all features and ways how to employ it for your organisation? Social media usage should be one crucial part of your PR activities and your strategy to communicate your message because it is (mostly) for free and you can reach a big audience easily.



F a c e b o o k

I n s t a g r a m

You can share on your Facebook Page content with your followers. But keep some rules in mind:

- >> Try to tell a small story – something that is interesting and catches the attention
- >> Interact with your followers! Ask questions and about their opinion
- >> Don't post in the early morning – usually people are checking Facebook after work and in the evenings
- >> Use the possibility to schedule a post, for ex. if you want to publish when you aren't at the office, when you are sleeping or are on vacation
- >> Add your organisation as your working place on your personal account
- >> Use the left sidebar. You can move some features up and down or add buttons according to your needs
- >> Don't overwhelm your target group – 2 posts per day (or less) are enough
- >> Add hashtags and geotags

Create a Group about your organisation: it can connect staff, volunteers, participants and stakeholders for sharing information and communicate with each other.

What does "reached people" on Facebook mean? These are not the user who saw your post by scrolling, but users who watched it for at least 10 seconds.

Use the Live Video feature if you have nice event happening and you want to share it immediately with your target group. Keep in mind to give basic information at the beginning of the video otherwise the audience will have no clue what they are watching. You can answer 4 of the "Five W": WHO is recording WHAT from WHERE and WHY?

If you are creating videos about your activities you can also open a Youtube-Channel. Videos are very popular among social media users.



Create Events if you have a workshop, presentation, youth exchange or training course, invite your followers and ask your peers to share it on their walls.

You can ask participants from your project to also like their page to stay updated about the latest developments and new opportunities.

You can also consider the Facebook Boost to ensure that your post reaches a bigger audience and to reach a new target group.

What about using free online tools and apps for your phone to create social media content, infographics and to illustrate your posts? Good options are Canva, Pablo, Crello, Animaker, Venngage, Vizualize.me or Easelly.

3 . VISUALS

The visual aspect of the work of your organisation shouldn't be underestimated. You don't need to be one to create a visual identity for your organisation which reflects your work and gives a touch of professionalism.

Everything starts with an appealing logo – this is what your target group or new partners see at first and of course you want to leave a good impression. You can put your Logo on your Facebook Page, Business Card, Homepage, Brochures, Newsletter, Calls – basically on everything that you publish in the name of your organisation.

For your official letters to partners, stakeholders, the Erasmus+ National Agency or other funding organisations you can create a letterhead.

Maybe you are familiar with a professional graphic software or you have a graphic designer among your friends, if not – no problem! Here are a couple of tools which you can use to design Logos, Presentations, Posters, Infopacks, Social Media Posts and many more: Canva*, Crello, Pablo.

If you are not sure which colours to use you can get some inspiration at [Colors.co](https://www.colors.co).

* we used Canva for this Booklet

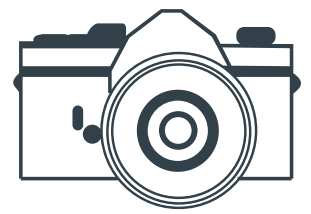
Create a presentation about your organisation to inform potential partners about your work.

Create a pdf-file! You can use it when you approach new partner organisations, municipalities or companies, funding organisations, etc.

Create also a Powerpoint-Presentation. You can use it when you present your organisation at a Conference, a Youth Summit or when you invite your target group or stakeholders to your organisation.

Remember to include your mission, objectives, activities, target group, references and a contact.

4 . P H O T O S



Nothing is turning a report or blog post into something even more interesting than photos. Pictures are illustrating what you are writing about or can tell a story by themselves. Use them but don't overuse them. Here are some hints for taking photos:

- Make sure that the quality is appropriate – photos can't be blurry or too dark, the contrast should be alright as well
- You don't need a professional camera, you can also use your phone if the camera is nice
- Make sure that the whole person is on the picture not only half
- Avoid photos where the person has closed eyes
- Choose meaningful pictures which explain by themselves what was going on
- Take close-ups from participants to make it more personal
- Capture emotions
- Photos should illustrate the working process or a discussion
- Take a group picture during your activity
- Make sure that you get the confirmation of the person on the photo to publish it

5 . W R I T I N G F O R R E P O R T S A N D B L O G S

Youth work means also a lot of writing. You might want to inform your followers with a blog or social media post about the Youth Exchange or Training Course and in the end you have to write a report about the whole project for the funding organisation. Here are some things you should keep in mind:

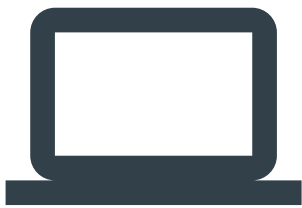


In a blog or social media post you should mention at least: title of the project, dates, venue and location, participating organisations and countries, number of participants, objectives, activities and outcomes. Add also some photos (see above) to illustrate your text. You can choose an appealing language that makes it easy to read the text.



Even though you might have a lot of impressions in mind and want to share a lot, try to focus on the most important parts.

You can tag your participants or participating organisations, add also hashtags and geotags to increase the visibility. #



In a report you should be even more concise and clear. The funding organisation would like to know if you reached the project's objective and how. So focus on the aims and objectives you set out in the application form. Also mention challenges that you encountered and how you dealt with them. If you have some project results to share, write them down as well. A report doesn't have to be pleasant to read, but should be very clear and well-structured. Try to be brief and don't write a novel. Still include everything that is important to evaluate your project. You don't have to include photos, only if it's explicitly asked.



We hope that this small booklet was interesting for you to read! Maybe you learnt something new and hopefully you can use the content for your future work.

Below we listed some of the social media tools we mentioned above:

- Teambuilding:

Backback of Expectations: <https://www.salto-youth.net/tools/toolbox/tool/backpack-of-needs-and-expectations.1340/>

- Newsletters:

Smore: <https://www.smore.com>

- Social Media and Visuals:

Canva: <https://www.canva.com>

Pablo: <http://pablo.buffer.com>

Crello: <https://crello.com/>

Animaker: <https://www.animaker.com/>

Venngage: <https://venngage.com/>

Vizualize.me: <http://vizualize.me/>

Easelly: <https://www.easel.ly/>

Colours: <https://colors.co/>

